

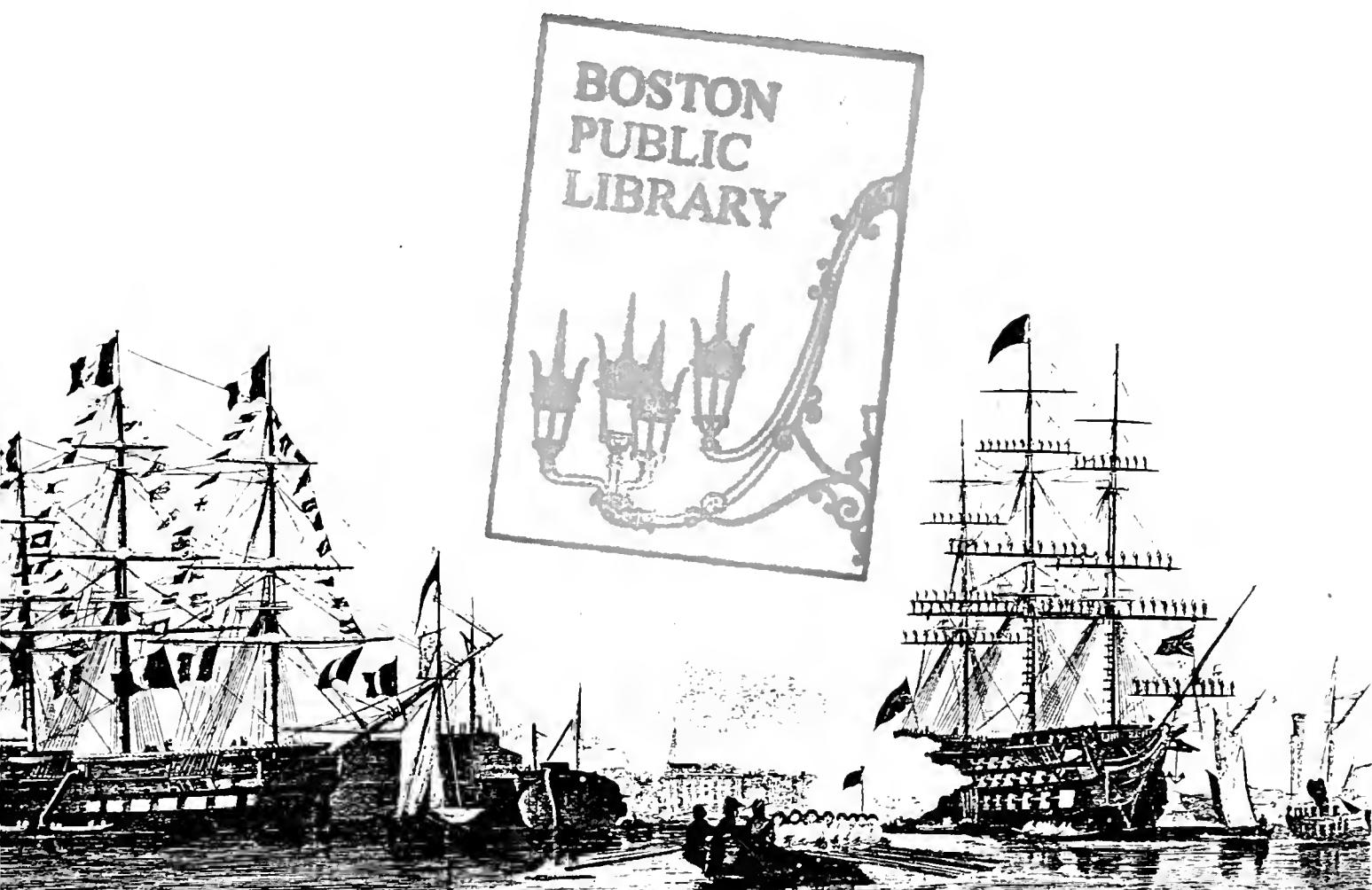
BKA

887

A Proposal

Harborwalk Brochure

Boston Redevelopment Authority



Submitted by:

Sid Herman & Associates
Jon Roll & Associates

WATERFRONT
H522
1989

February 22, 1989

Harborwalk Brochure

Boston Redevelopment Authority

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Introduction

The Harborwalk will be the visible symbol of the BRA's continuing commitment to make the Harbor's edge available to the people of the city and its visitors. It will provide keys to a rich and varied showcase of Boston's past, present and future, highlighting change and continuity, diversity and commonality. The harbor and its edge are special places, and the Harborwalk will help to make them more special.

The Harborwalk's signage and its brochure will increase its accessibility. While transmitting specific information, both must also reflect and project the special qualities of the harbor's edge and its individual attractions.

Jon Roll and his associates have designed and implemented signage and identity projects at a number of points around the harbor, from the 149 The Navy Yard, to the Rowes Wharf water shuttle and the Marine Industrial Park. The work has been well received because they have respected the special historical and contemporary qualities of the waterfront, and because they have designed systems appropriate to their uses as well as their environments. Perhaps most important, the systems have been designed for long term maintenance.

Sid Herman and his associates have created brochures and other publications for numerous agencies, firms and institutions in and around the Boston area. They have been very successful because they have paid close attentions to the special needs of each project and have designed for clarity as well as visual excitement.

With our very broad background and our specific experience in and around Boston, -- as outlined in our RFQ submissions -- we feel particularly well qualified to handle the Harborwalk assignment. We are pleased to be among the firms and partnerships competing for contracts to create the brochure and the Phase I Signage System.

We understand the challenges and their complexities. We are confident that we can deal with them successfully and that we can help the BRA in its efforts to bring the harbor's edge to the people.

Budget and Timeframe

Phase I - Background Research

Tasks:

1. Review of existing information
2. Site visit
3. Meeting with BRA
4. Prepare schedule
5. And all others listed in scope of work

Personnel:

- Project Manager
- Writer
- Project Designer

Time:

Two weeks

Fees:

\$2,500

Phase II - Preliminary Design

Tasks:

1. Explore three designs and thematic directions
2. Presentation and meeting with BRA
3. Develop approved design and text (first draft)
4. And all others listed in scope of work

Personnel:

- Project Manager
- Writer
- Project Designer
- Staff Designer

Time:

Four weeks

Fees:

\$5,000

Phase III - Design Development

Tasks:

1. Revisions of design and text (three drafts)
2. Final selection of artwork
3. Presentation of camera ready mechanicals
4. Meetings and presentations with BRA
5. And all others listed in scope of work

Personnel:

Project Manager
Writer
Project Designer
Staff Designer

Time: Six weeks

Fees: \$7,500

Expenses (Reimbursables)

Expenses for photography, film, processing, typesetting, photostats, photoprints, linefilms, materials and deliveries should not exceed 20% of the fee.

Travel and Overtime

No travel outside of the Boston area is anticipated or included in our costs. Also, we have not included any charges for overtime costs from outside suppliers.

References

Dr. Allan Shwedel, Manager
Department of Program Evaluation
Boston Public Schools
26 Court Street
Boston, MA
(617)726-6200

Joseph Tulimieri, Executive Director
Cambridge Redevelopment Authority
336 Main Street
Cambridge, MA
(617)492-6800

Webster H. Francis
Vice President, Corporate Relations
Eastern Utilities Associates
One Liberty Square
Boston, MA
(617)357-9590

S. Kelley MacDonald
Manager, Investor Relations
Unitrode Corporation
5 Forbes Road
Lexington, MA
(617)861-6540

Kevin Fitzgerald, President
Fitz Inn Autoparks
216 Tremont Street
Boston, MA
(617)482-7740

Key Personnel

Sid Herman will be responsible for the management of the brochure project and will be actively involved in its concept, design and production.

Melvin Farman will be responsible for the writing of the brochure and will handle research and concept development for the signage program. He has worked extensively with Messrs. Herman and Roll.

He has written marketing and communications pieces for many significant Boston area projects, including Prudential Center, The John Hancock Building, International Place, and Cambridge Center, for major developers such as Boston Properties and Macomber Development, and for resorts such as the Costa Smeralda in Sardinia and Quinta do Lago in Portugal.

He has worked with Jon Roll on many programs, including the Longwood Medical Area, Marine Industrial Park, Huntington Avenue, the U.S. Air Force and the Boott Mills. He has also written many of the materials designed by Sidney Herman, for clients such as Arthur D. Little, Unitrode, Fitz Inn Parking, Raytheon, and Harvard University.

Julie Markfield as Project Designer will be responsible for the design of the brochure including supervision of all production and photography. She is Design Director for Sid Herman & Associates and has served as Project Designer on several contracts with public sector and corporate clients. Since joining the firm in 1985, she has been involved in the development of graphic standards manuals for the Metropolitan District Commission and the Massachusetts Audubon Society and recently had full responsibility for the production of a 30th anniversary brochure issued by the Cambridge Redevelopment Authority.

Other personnel from Jon Roll & Associates and Sid Herman & Associates will be utilized as needed.

Affirmative Action Statement

Sid Herman & Associates is an equal opportunity employer. We have adhered to all City of Boston and Commonwealth of Massachusetts Affirmative Action Program requirements in all past and current projects.

Corporate Communications

The fundamental objective of corporate communication is to help companies and institutions communicate effectively with shareholders, the financial community, employees and customers.

We design and produce annual and interim reports and other investor materials, facilities and capabilities brochures, recruitment and benefits brochures and corporate magazines.

As creative designers and writers our role is to help clients conceptualize the most effective and appropriate structure for each corporate communication, and to design and produce those communications with style and precision.

We are particularly sensitive to the pressures inherent in producing annual reports — and we know how to minimize them.

We interact closely with clients throughout conceptualization, design and production — from start to finish, we work in true partnership.

The results of many years of such partnerships have resulted in highly respected and effective corporate communications. We are proud of our long and successful relationship with a variety of significant companies and institutions.



Standex
Annual Report 1988



Cabot

COSTA
MA



Our corporate clients include:
 Fortune 500 corporations, banks, resorts,
 universities and schools,
 and high-tech companies.

We provide a complete
 range of services
 from conceptualization,
 writing and design,
 to each photography,
 retouching and printing
 or we can work with
 client's resources
 whenever necessary.

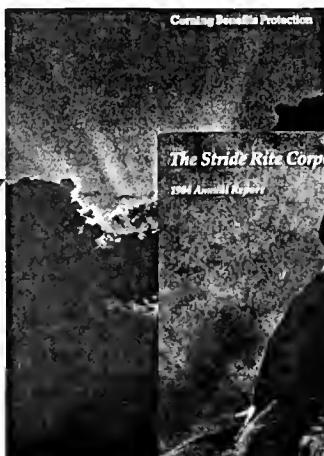
Below are a
 selection of recently
 designed annual reports
 and other corporate
 communications.



IBM

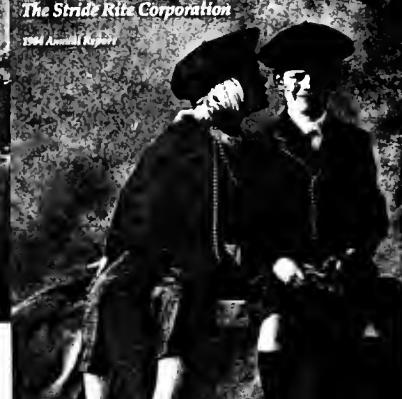


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The Stride Rite Corporation

1994 Annual Report



Lextron, Inc.
Boston Public Schools
Standex International Co.
Foxboro Company
Cabot Corporation
Costa Smeralda
Bank of Boston
IBM
Superior Electric Co
Fitz Inn Auto Parks
Corning Glass Works
Stride Rite Corporation

Morse Shoe

Text, photography and layout should work together to create a specific visual character. In these spreads for the Morse Shoe Company Annual Report, shoes and the materials from which they are made are imaginatively photographed to evoke the fashion oriented marketing of Morse Shoe and its retail subsidiaries such as Fayva. The page typography is fresh and lively and it is accented by smaller photographs of newsworthy innovations in product presentation and merchandising activities in the stores.



Unitrode Corporation

Unitrode provides innovative solutions to the performance needs of users of electronic components and subsystems. These spreads from the Annual Report juxtapose colorful photographs of product applications with statements by Unitrode's employees on quality control and customer relations.



Arthur Andersen and Co.

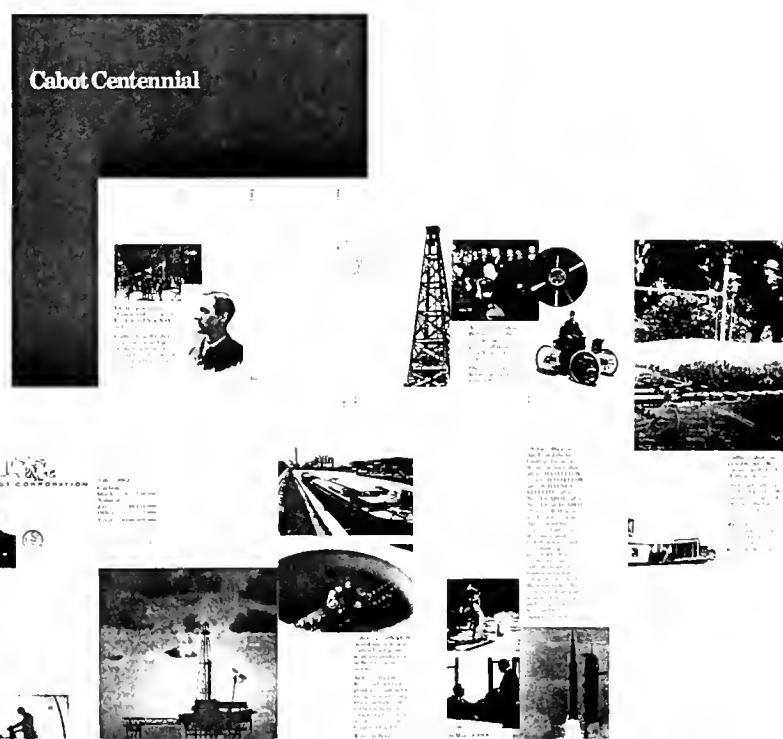
This brochure for the Information Division of Arthur Andersen and Company explains the nature and growth of their data computer and mind in information technologies. It is written and designed for executives to easily learn by heart executives who understand the breadth of modern computer phenomena.

The brochure was so popular that it was reprinted three times in its first year of publication.



Cabot Corporation

For more information on Cabot's commitment to quality, call Cabot Corporation at 1-800-227-1000. Or write Cabot Corporation, P.O. Box 1000, Boston, MA 02101.



Fleet Financial Group

Fleet Financial Group is an aggressive banking organization based in Rhode Island. Its record of growth and achievement has brought wide recognition to its management. Fleet has always committed itself to expressing its excellence through its annual report and the high standard of information, design and production that the report represents.



Eastern Utilities Associates

Eastern Utilities Associates is a public utility holding company and the parent company of the EUA System. Its innovative annual report was a series of essays by employees—from line construction personnel to accountants; from computer programmers to customer services representatives.





Textron, Inc.

This cover for Textron, a major industrial conglomerate company, features a powerful image that draws attention to an important recent acquisition, and at the same time symbolizes the quality and attention to detail that the company pinches in all of its products.

The Foxboro Company

Well conceived graphic devices can help to explain the complexities and abstractions of modern technological processes, where conventional words and pictures fail.

The Foxboro Company takes great care to explain their activities in 'Artificial Intelligence' through such means, using dimension and color to symbolize complex processes.



strong, the funding partnership with Novartis Pharma is evident.



Foxboro 1986

intensity of PMSI
varies, of a planned
type, or a
of plane management
is to avoid all operat-
ional material costs
and a given per cent
with the produc-
tivity for the greater
a division making



Wheelabrator-Frye

In today's fast changing business world, the corporate magazine is often the only way to keep abreast of what is evolving and how things are working throughout a company.

Wheelabrator-Frye has always invested a great effort in this channel of communication to keep its employees, shareholders and other interested parties informed throughout the year.



Enterprise

St. Paul Stop
For a Nonstop Collection



We create sign and information systems that effectively guide, inform and persuade with a minimum of intrusion, and which enrich the visual environment.

When sign systems are properly conceived and well designed they can genuinely serve the public good, make a positive contribution to the life and vitality of the streetscape and help to establish a sense of place.

We have had a great deal of experience in the design of sign and information systems on many different levels, ranging from a visitor information system for the National Gallery of Art to comprehensive signing standards for the U.S. Air Force — which are being implemented world-wide — to signing for historic buildings in Boston.

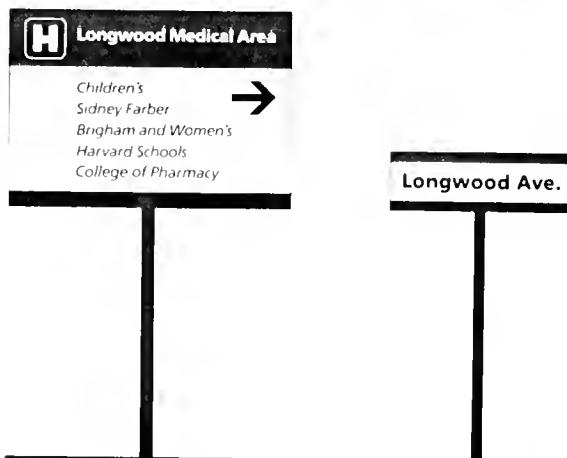
In the process of working on these projects, we have learned a great deal about the dynamics of the relationship between signs and the people and environments they serve. Here, as in other aspects of our work, we have learned that the solution must be appropriate to the need. The best design is that which communicates, and, at the same time, enriches the human experience.

Longwood Medical Area

The Longwood Medical Area is a heavily congested 175-acre site in Boston which includes 14 medical and educational institutions.

Herman and Lee developed a graphic identity and orientation graphics for the entire area.

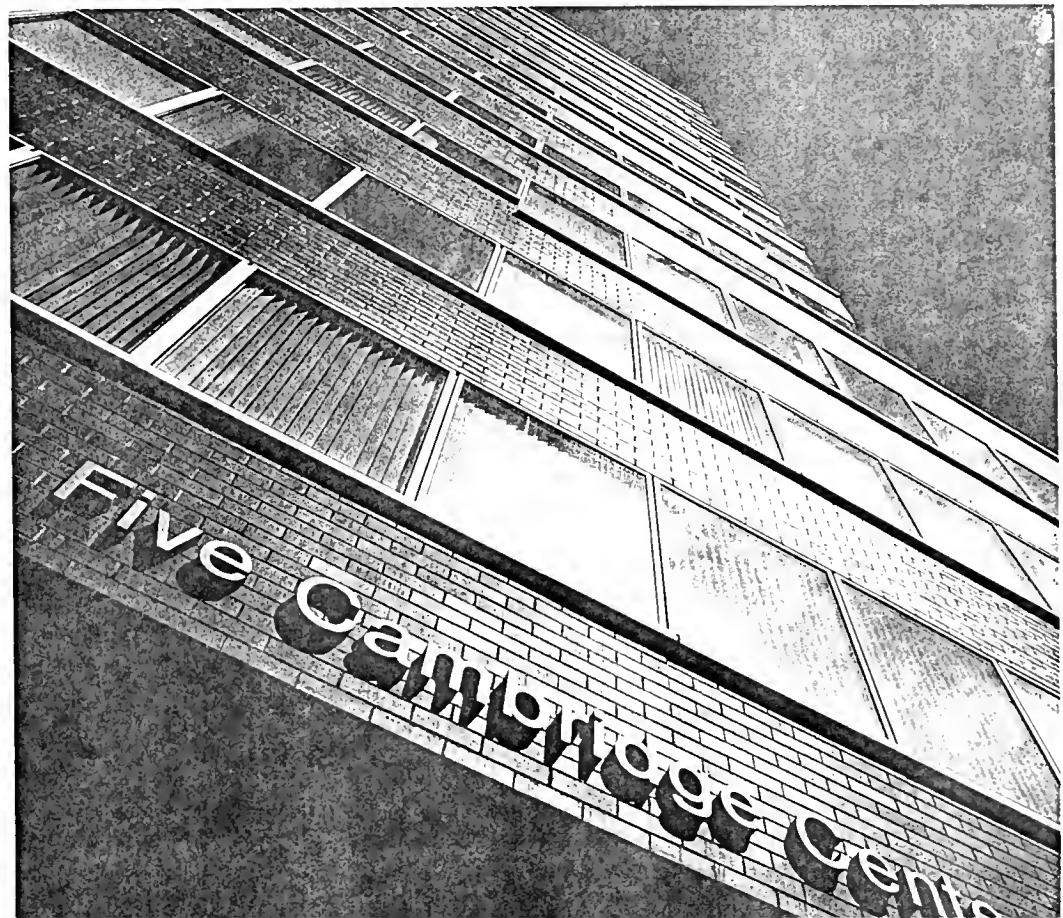
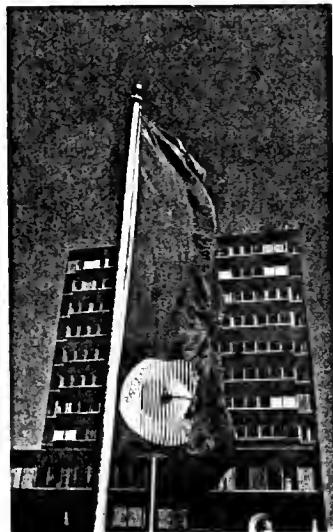
To direct traffic to the site, trailblazer signs were developed, using the international "H" symbol. The bold blue and white theme was extended to vehicular directional signing, alerting visitors at the perimeter of the area and guiding them to specific institutions.



Cambridge Center

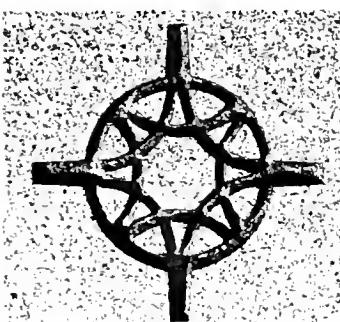
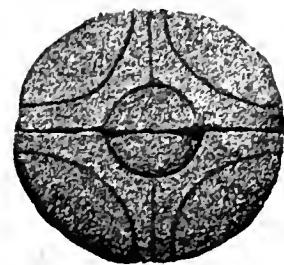
Herman and Lee created the graphic identity, signage and orientation graphics for the twenty-four acre Cambridge Center development near the Massachusetts Institute of Technology.

The symbol is based on two concentric C's scanned vertically to imply a high-tech image expressive of mathematically derived relationships and technical components. It has been applied to marketing materials and serves as the key identity element for all parts of the development.



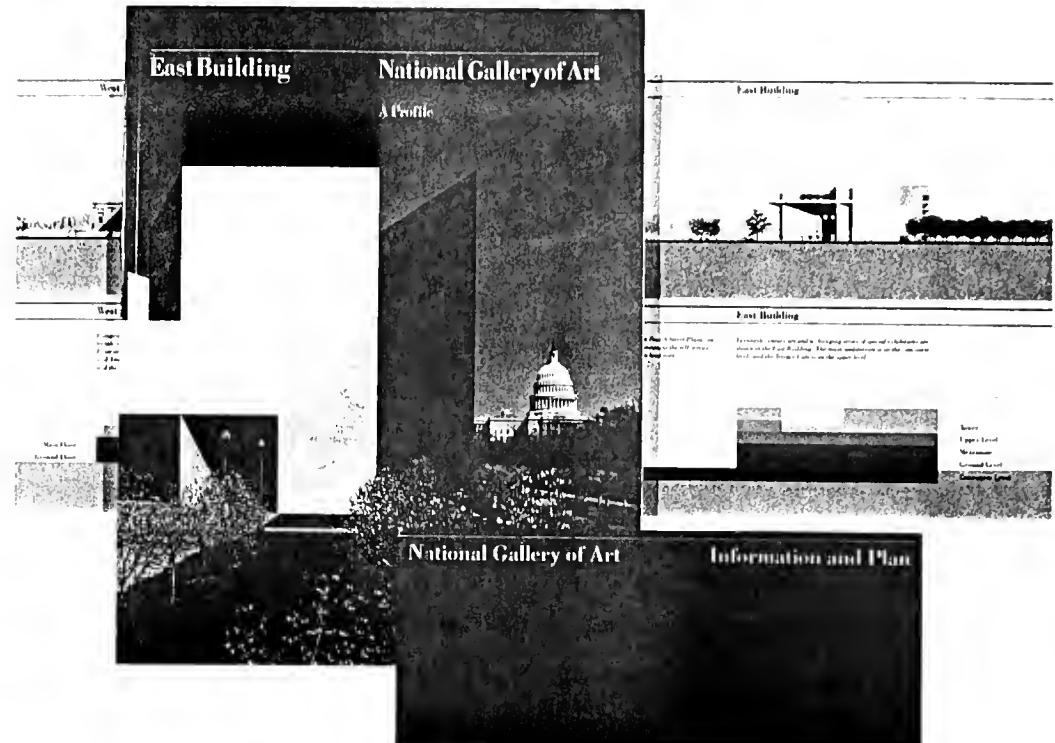
Costa Smeralda

In addition to designing corporate identity programs for hotels and other businesses of the Costa Smeralda in Sardinia, we also designed sign systems for vehicles and pedestrians, information centers, guidebooks, posters, map structures and other orientation elements. All were designed to fit in with the very special nature of the place and, at the same time, to add to its charm. Native traditions and natural materials were integrated with new technologies to create a wide range of distinctive graphics.



National Gallery of Art

Graphic communication devices used in museums have unique requirements. They should assert themselves enough to communicate their messages effectively, but not so much as to distract attention from the exhibits. They must also harmonize with the museum's architecture, enhance the qualities of special facilities such as shops and restaurants, and, in general, contribute to the atmosphere of aesthetic enjoyment. Our information system for the National Gallery has fulfilled all of these needs.



Information desks and map kiosks throughout the museum aid the visitor in the appreciation of the great collections at the gallery.

Herman and Lees has been the prime contractor for a wide range of signage and public information programs — beginning with initial concepts and following through to the preparation of working drawings and the supervision of manufacturing and installation.

In the course of the projects cited in this brochure we have solved a wide variety of signage problems — including the integration of legally prescribed and specially designed signs, the development of systems for large and complex areas, the development of systems to be implemented internationally, and the design of signing for architecturally sensitive environments.

New York Marriott
Marquis Hotel,
Times Square, NY

Beth Israel Hospital,
Boston

Polaroid Corporation



Scale, materials, lighting, and graphic style are always integrated into the specific environment for which the signs are designed.

Our sign systems are always based on a thorough analysis of circulation patterns, natural orientation, and rapid and easy comprehension of information.

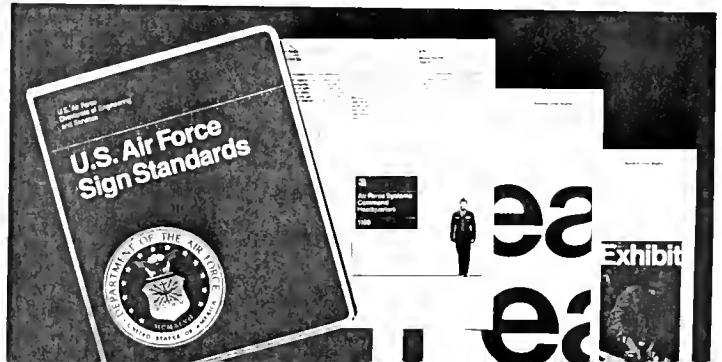
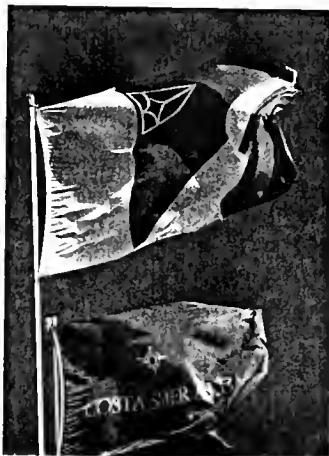
Where appropriate we use murals, banners, and other devices to enliven an environment and help to create a special sense of place.

Charlestown Navy Yard,
Boston

Aga Khan University,
Pakistan

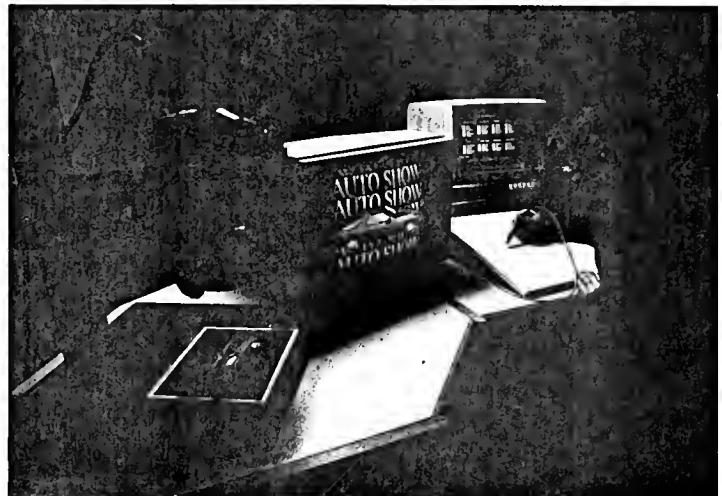
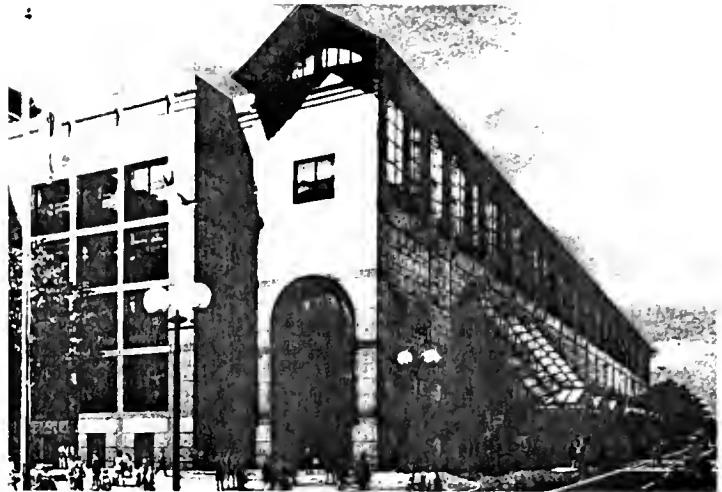
United States Air Force

Costa Smeralda
Yacht Club



Hynes Convention Center

The development of this state-of-the-art system for the Hynes Convention Center signals a new era in the design of environmental graphics. We intend to stay in the forefront of this exciting and challenging technology in the years to come.



The new Center has been designed to accommodate more than 20,000 visitors daily attending as many as six simultaneous conventions or exhibitions. A highly flexible signage system was required to display up-to-the-minute listings of events and to direct visitors to major destinations within the facility.

The system employs large scale electronic directories at the principal entrances to the facility, electronic directional signing at the key decision points and TV monitors at the entrances to meeting rooms. All displays are controlled from a central computer facility.

BOAT SHOW

**Exhibition Hall A
Saturday, September 21, 1988**

**9:00 — 9:45 am
Coffee Reception**

**10:00 — 12:30 pm
Sail Cloth Manufacturers
Lecture**

CAUTO SHOW

Exhibition Halls and Meeting Room

BOSTON PUBLIC LIBRARY



3 9999 06314 909 8

WATERFRONT
H552
1989

AUTHOR

HARBORWALK BROCHURE

TITLE

DATE LOANED	BORROWER'S NAME